

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMBOS, INC.

AD #377-C2-REQ. RM-93371-"LOTTO COMPUTER" - PAGE 4/10 BUZZED (8-3/4"x11-1/2") CONSUMER MAGAZINE, 1988
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A Photo Effects Inc. ad

PLAYERS LIGHTS 25's FREE LOTTO PERSONAL COMPUTER!

With an extra 50 in every carton, you're always a winner with Players Lights 25's.



Free with three carton purchase of Players Lights 25's.

Now, picking lottery numbers can be fun instead of frustrating, just into the Players Lights 25's big red buttons and your Lotto Computer will select a set of random numbers for your favorite lottery game. The world's largest computer couldn't do a better job. Play Pick 3 and Pick 4 daily games, all double-digit games and one state's lottery games. A powerful microchip makes the choice from millions and millions of possible combinations. Also, it's a perfect gift for any lottery player. The compact size fits in a pocket or purse and is great for on-the-spot playing. Normally a \$25.00 value, the Players Lights 25's Lotto Personal Computer is free with three carton purchase of purchase. See the order form below.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

MS's suggested pricing based on full price brands.

King: 16 mg. "tar," 0.9 mg. nicotine av.

100's: 12 mg. "tar," 0.8 mg. nicotine av. per cigarette by FTC method.

14 mg. Personal Computer is a trademark of Lotronics, Ltd.
U.S. Patent No. 2,915,822

Players Lights 25's
SAVE \$3.00 ON A CARTON!

1. Please send me the FREE Lotto Computer. (The value of the Lotto Computer is \$25.00, based on the value of the Players Lights 25's carton.)

2. For enclosed \$25.00 check or money order instead of LTC credit.

Send no money to:
Players Lights 25's
Lotto Computer
P.O. Box 70789
Philadelphia, PA 19178

25000 75218

MANUFACTURED BY LEO BURNETT U.S.A.

PLAYERS LIGHTS 25's
LOTTO COMPUTER OFFER!

Send my Lotto Computer to:

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Please print clearly and legibly. Please allow 4 to 6 weeks for delivery of the Lotto Computer. Please allow 4 to 6 weeks for delivery of the Lotto Computer. Please allow 4 to 6 weeks for delivery of the Lotto Computer.

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